

# Design for a Dollar





In these economic times, design takes on a new meaning. Responding to the current financial crisis, we want to move design away from the kind of vanity, high fashion, and lavish style which is accessible only to a few. Instead of using exotic materials and remarkable feats of engineering, we intend to constrain our creations to the cost of a dollar.

Our theme is Design for a Dollar. What can we design for a dollar? What objects can we create out of materials whose total value is not more than one US dollar? This will be a singular exploration into the true power of the dollar, and into the essence of design.



Conceived and proposed by the students of Pratt Institute, this project represents some of the best and brightest of the next generation of designers seeking to give new meaning and power to a dollar in an unstable era where it seems to have lost all value.



This simple constraint provides a powerful opportunity to think differently about material, structure and form. The focus shifts from design as ostentation to design as organic innovation. The focus is less on expensive materials and more on the unique and unexpected manifestations of creativity. Inside the world of the dollar, what is possible?

Our approach to this challenge is to develop furniture, lighting and tabletop items as well as other objects that inhabit the home and personal space. Most importantly, students will be required to detail the source of their materials and/or exhibit receipts proving that the materials used to create each design do not total more than \$1.00 USD.



Expect a compelling range of explorations of material and form – all unified by a common element: one dollar. The ramifications will be remarkable. As we design for a dollar, then the objects of great intension and integrity could become available to anyone. Our hope is to further evolve design according to a new conception of aesthetic, of beauty, and of usefulness.

